

# THE TRUTH ABOUT “MODELING” & “INFLUENCER” SCAMS



## WHAT ARE THESE SCAMS?

Scammers pretend to be modeling agencies or influencer managers offering fame and jobs but really want your money, personal info or inappropriate photos. They often reach out on social media or fake websites.

## RED FLAGS TO WATCH FOR

- Requests for upfront fees (photos, training, or membership)
- Pressure to act quickly or keep things secret
- Asking for private or inappropriate photos/videos
- No verifiable contact info or business details
- Secret or isolated meetings
- Promises that sound too good to be true

## HOW SCAMS CAN LEAD TO TRAFFICKING

Once trust is gained, scammers may coerce victims into dangerous situations, including trafficking. They groom targets by pretending to support them before exploiting them

## HOW TO PROTECT YOURSELF

- Research agencies carefully
- Never pay upfront fees. Don't share private photos with strangers
- Talk to trusted adults before accepting offers
- Trust your instincts and report suspicious contacts

## WHAT TO DO IF YOU SUSPECT A SCAM

- Save all messages as evidence
- Contact police or a trusted trafficking hotline
- Reach out for help — you're not alone
- National Human Trafficking Hotline: 1-888-373-7888 or text HELP to 233733



**THE INNOCENT™**

PROTECT TODAY. PRESERVE TOMORROW.